

# Snapchat Tactic #1: The takeover

H2GY1K

LECTURE  
SUMMARY

## Covered in this lecture:

### Explaining what a takeover is

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- ▶ A takeover is when someone else takes over your social media account in order to show your brand from their perspective
- ▶ If the takeover is done by someone with a bigger following (an influencer), you increase your chances of being seen by a larger audience that might buy your product
- For this to work, your brand has to match theirs or they have to be at least somewhat interested in your product
- ▶ Make a list of people you'd like to take over your account, approach them, and see if they'd be open to the idea
- Clearly state your expectations and set all the necessary limits, but don't forget to also ask for their input
- ▶ Things to prepare before the takeover:
  - Dedicate at least one person to helping them
  - Figure out how to get in touch with them during the takeover

- Create a temporary password for your account and change it after the takeover is done
  - Promote the event on Snapchat and other channels
  - Politely ask the influencer to promote it on their channels as well
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- After the takeover, ask for feedback from the influencer, check out people's reactions, and look at the data to see if you got some positive results